



2003

Texas Association for Institutional Research

25th Annual Conference

February 26-28, 2003

Camino Real Hotel

El Paso, Texas

**Conference Copy
Bring to Conference**

Celebrating our 25th Anniversary Research Has a Silver Lining

Here we are. Did we ever think we would be in historic El Paso, celebrating 25 years of TAIR conferences? It has been an exciting journey, a winding pathway, from those of us who started this grand idea in Austin in 1979. We should all stop and reflect on our own careers in institutional research. Where did we start? Are we the “young and restless” or the “seasoned veterans?” For all of us, institutional research has evolved into a fast-paced, interesting, and dynamic field where learning is constant and comradery is essential. We are a diverse group of people with varying skills and backgrounds who have learned the importance of sharing with our colleagues so that all of us do the best work possible for our institutions.

The program committee has gathered together an outstanding conference program that will guide us through the innovative themes of our times. The scheduled concurrent sessions represent those topics that are considered the timely topics for our membership. Wednesday afternoon we will begin with Dr. Francisco Marmolejo, from the University of Arizona, who will give us a unique point-of-view focusing on Border education and workforce development issues. The keynote speakers on Thursday are Dr. William Lasher, Vice Provost at The University of Texas at Austin, and Dr. Horace Griffiths, now retired, formally of Tarrant County Community College. These guests and colleagues were on the committee for TAIR’s very first conference in 1979. They will reflect on TAIR’s past and consider its current and future status. At the luncheon on Thursday, noted local artist Carlos Callejo will discuss the famous El Paso murals accompanied by his breath-taking slide show presentation. Last, but never the least, will be our former colleague, Dr. Sharron Ronco, Assistant Provost for Institutional Effectiveness and Analysis at Florida Atlantic University in Boca Raton, Florida. Dr. Ronco will present her views on SACS institutional effectiveness. Florida Atlantic University was recently given a commendation by SACS for their work in this area.

Take this opportunity to attend several informative presentations, converse with colleagues, exchange ideas, and help us celebrate TAIR’s silver anniversary! Have the time of your life at TAIR El Paso!



Michael J. Green
President



Marilyn J. Greer
Vice-President and President-Elect
Program Chair

Registration Information

The conference registration form (centerfold of this brochure) should be completed and postmarked to Frank Montes de Oca III, UTEP University Relations, by December 20th. The registration fee of \$110.00 includes membership, breaks, luncheon, and two breakfasts. Special rates are available for qualifying emeritus and full-time graduate student members (see below). Late Registration – a \$20.00 late fee will be assessed for any registration postmarked after December 20th.

Conference Fees:

Individual Members, includes conference registration and membership	\$110.00
Emeritus Member	\$65.00
Graduate Student Member	\$50.00

Pre-Conference Workshops:

Beginning Statistics (includes snacks).....	\$30.00
Accessing State and National Databases for Institutional Research (includes snacks)	\$30.00
Newcomers to Institutional Research and Planning (includes continental breakfast).....	\$35.00
Introduction to SAS Basics (includes continental breakfast).....	\$35.00

Special Memberships:

Emeritus: To qualify for emeritus membership, a person must be retired and must have been an active member of TAIR for a minimum of five years preceding retirement.

Sponsored Full-Time Graduate Student: To qualify for graduate student membership, a person must be actively pursuing a graduate degree, must not be employed full-time, and must (a) be actively engaged in research leading to improved understanding, planning, and operation of institutions of post-secondary education, or (b) be interested in the methodology and results of institutional research, planning, evaluation, and policy analysis related to higher education in Texas.

To receive the discount on the special registration fees, send a letter (with your registration materials) explaining your qualifications for the special applicable membership category. Graduate students must submit a sponsorship letter from a regular, active member of TAIR.

Payment of Fees:

Please make all checks payable to UTEP UNIVERSITY RELATIONS, and send payment to Frank Montes de Oca III, UTEP University Relations. If paying by institutional check that won't be available until after December 20th, please send a copy of the purchase order submitted by your institution for payment of the conference fees before December 20th to avoid paying the late registration fee. The TAIR tax identification number is: 75-1695499. The TAIR vendor identification number is: 17516954991001.

Send completed registration form and payment to:	Office of University Relations ATTN: TAIR Conference 1100 N. Stanton, Ste. 201 El Paso, Texas 79902
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Cancellation of Registration:

Requests for refunds must be made in writing to the Treasurer on or before February 1, 2003. The registration fee less a \$15.00 processing charge will be returned.

"TAIR 2003: Research Has A Silver Lining "

Texas Association for Institutional Research

25th Annual Conference – El Paso

February 26-28, 2003

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Program-at-a-Glance

Tuesday, February 25 (Pre-Conference)

12:00 p.m. – 5:00 p.m. Registration
1:00 p.m. – 5:00 p.m. Pre-Conference Workshops (2)

Wednesday, February 26

7:30 a.m. – 5:30 p.m. Registration
8:00 a.m. – 12:00 p.m. Pre-Conference Workshops (2)
12:00 p.m. – 1:15 p.m. Lunch on your own
1:30 p.m. – 3:00 p.m. General Session I
3:00 p.m. – 3:40 p.m. Meet, Munch, & Mingle
3:40 p.m. – 4:20 p.m. Concurrent Sessions A
4:30 p.m. – 5:30 p.m. Concurrent Sessions B
6:30 p.m. Conference Special Event

Thursday, February 27

7:30 a.m. – 4:00 p.m. Registration
7:30 a.m. – 9:00 a.m. Breakfast
8:00 a.m. – 8:30 a.m. Roundtable Session I
8:30 a.m. – 9:00 a.m. Roundtable Session II
9:00 a.m. – 9:30 a.m. Roundtable Session III
9:00 a.m. – 4:00 p.m. Resource Fair
9:45 a.m. – 10:45 a.m. General Session II
10:45 a.m. – 11:00 a.m. Coffee Break
11:00 a.m. – 11:40 a.m. Concurrent Sessions C
12:00 p.m. – 1:45 p.m. Luncheon and General Session III
2:00 p.m. – 3:00 p.m. Concurrent Sessions D
3:00 p.m. – 3:30 p.m. Resource Fair/Break
3:30 p.m. – 4:10 p.m. Concurrent Sessions E
4:20 p.m. – 5:00 p.m. Sector SIG's
5:15 p.m. – 6:00 p.m. Other SIG's
6:30 p.m. Dinner Caravans

Friday, February 28

7:30 a.m. – 8:00 a.m. Breakfast
8:00 a.m. – 9:00 a.m. Breakfast / Business Meeting
9:15 a.m. – 10:30 a.m. General Session IV
10:45 a.m. – 11:45 a.m. Regional SIG's and Newcomers'
Workshop Recap
11:45 a.m. End of Conference

TAIR 2004 CONFERENCE
Hilton and Conference Center
College Station, Texas
February 23-26, 2004

† Invited General Session Speakers †

General Session I - Wednesday, 1:30 p.m. - 3:00 p.m.

"Getting to Know Your Neighbors: The Importance of U.S.-Mexico Collaboration in Higher Education" Francisco Marmolejo, Executive Director, Consortium for North American Higher Education Collaboration (CONAHEC), University of Arizona



Francisco Marmolejo serves as executive director of the Consortium for North American Higher Education Collaboration (CONAHEC), a leading network of 120 colleges, universities, and higher education organizations from Mexico, the U.S. and Canada, headquartered at the University of Arizona. CONAHEC is recognized for its instrumental role in furthering higher education collaborative efforts in the NAFTA region. Its services include a U.S.-Mexico borderlands higher education network called "Border PACT;" its North American Student Exchange Program, its Internet portal, and the Student Organization of North America. Previously, Marmolejo was an ACE fellow at the University of Massachusetts, Amherst—the first Mexican selected to participate in this premier higher education leadership development program. His past positions include vice president for administration and finance and vice president for academic affairs at the Universidad de Las Américas in Mexico City (UDLA). During his tenure at UDLA, the institution was the third university in Latin America to obtain accreditation in the U.S. from SACS. Marmolejo has taught at several universities in Mexico and also served as director of the Mexico City Center of PROFMEX (a consortium for research on Mexico) and is currently on their board of directors. Marmolejo consults for Mexican and South American universities, as well as for the Mexican Ministry of Education (SEP) on issues related to administration and international initiatives. At SEP, he led efforts to create the national standards for accounting and financial information for colleges and universities. Marmolejo holds an M.B.A. from the Universidad Autónoma de San Luis Potosí, and has conducted doctoral work at UNAM.

General Session II - Thursday, 9:45 a.m. – 10:45 a.m.

"TAIR Me a New One", Horace F. Griffiths, Professor Emeritus, Tarrant County Junior College, Fort Worth, Texas **and William F. Lasher**, Vice Provost and Professor at The University of Texas (UT) at Austin



From 1969 to 1992, Dr. Griffiths was Director of Research at Tarrant County Junior College. Prior to that, he held a series of faculty positions at Texas Tech University, Michigan State University, University of Texas at Arlington and Sam Houston State University. He is author of several periodical and yearbook articles in the area of business education and community college education. He holds several professional memberships (now emeritus) including the Texas Association for Institutional Research. He is a frequent speaker at area civic, education, and professional organizations. Dr. Griffiths has a Ph.D. in Higher Education Administration from Michigan State University.



Prior to his current positions at UT in Austin, Dr. Bill Lasher held number administrative positions at UT, including Director, Office of Institutional Studies and Associate Vice President for Budget and Institutional Studies, and Associate Dean in the College of Education. He has also served as a UT faculty member teaching numerous courses in the department of Educational Administration. Dr. Lasher has written several book chapters and monographs, and published several articles. He has served as liaison between UT and the Texas Higher Education Coordinating Board, the Southern Association of Colleges and Schools, and the 77th Texas Legislature for actions concerning academic legislation. Dr. Lasher is also the former president of AIR.

Bill and Horace served as part of the Program Committee for the first TAIR conference in Austin in 1979. As part of our 25th TAIR anniversary celebration, our esteemed colleagues will talk about the beginnings and evolution of TAIR.

Lunch & General Session III - Thursday, 12:00 - 1:45 p.m.

“Exploring the Murals of El Paso” Carlos Callejo, artist



A long-standing advocate of public art, Mr. Callejo has dedicated much of his career to the creation of murals in the barrios throughout the United States and abroad. He is one of El Paso's most celebrated artists, having been invited by the Smithsonian to create a mural as well as having been the recipient of a much coveted Leila Wallace – Reader's Digest Fund – Arts International grant that provided him the opportunity to study the history and production of murals in Italy. Mr. Callejo is an artist who produces work for the specific purpose of promoting the values of community interaction. He has taken inspiration from the great muralists of post-revolutionary Mexico, but has expanded their message. His work is filled with images of the past both mythic and real, and he has drawn upon the unmistakable landscape of the American Southwest and Mexico as a dramatic backdrop. Carlos Callejo has tailored this presentation of the Murals of El Paso for the TAIR membership.

General Session IV- Friday, 9:15 a.m. – 10:30 a.m.

“If They Come You Will Build It: An Institutional Effectiveness System for SACS and Beyond”

Sharron L. Ronco, Assistant Provost for Institutional Effectiveness and Analysis at Florida Atlantic University in Boca Raton, Florida



Sharron L. Ronco is currently Assistant Provost for Institutional Effectiveness and Analysis at Florida Atlantic University in Boca Raton, Florida. She earned a Ph.D. in Research and Statistics from the University of North Texas, and spent twenty years working in higher education in Texas; first at the Dallas regional office of the U.S. Department of Education and later as Director of Institutional Studies at the University of Texas El Paso. In her current position at FAU, she oversees institutional research, surveys and analysis, and assessment for institutional effectiveness. She co-directed the university's recent (successful) reaffirmation of accreditation visit from SACS. Dr. Ronco has been active as a presenter and program committee member for AIR, TAIR and SAIR. She is co-chairing the Local Arrangements Committee for the 2003 AIR Forum in Tampa.

***Vote for TAIR Officers &
Nominating Committee***

Wednesday, 1:00 p.m. – 5:30 p.m.

Thursday, 7:30 a.m. – 4:00 p.m.

Ballot Box Located at the Registration Desk

Resource Fair

Thursday, 9:00 a.m. – 4:00 p.m.

2nd Floor Mezzanine

TAIR Officers

President	Michael Green
	North Harris Montgomery Comm. College District
Vice President.....	Marilyn Greer
	M.D. Anderson Cancer Center
Secretary.....	Rebecca Richter
	Blinn College
Treasurer.....	Jana Marak
	Baylor University
Past President.....	Maryann S. Ruddock
	The University of Texas - Austin

Meet the 2002 Executive Committee Candidates

Nominees for Vice President / President Elect

Karen Laljiani

Dr. Karen Laljiani is the Assistant Dean of Institutional Effectiveness and Research at El Centro College. Prior to joining the Dallas County Community College District, Karen was a Research Associate at the University of Texas at Arlington, where she also taught Psychology. Before entering higher education, she worked in Research and Testing in the Richardson Independent School District. She received a B.A. in Psychology from Boston University and a Ph.D. in Human Development & Communication Sciences from the University of Texas at Dallas.

Dr. Laljiani has been an active member of TAIR since 1994. She designed the first TAIR Web Page, which she managed for four years, until she was elected Treasurer in 1999. After two years as Treasurer, Dr. Laljiani took on the new role of Newsletter Editor. She has been a member of the Program Committee since 1998, and a member of the Local Arrangements Committee in 1999. She is currently a member of the Web-based Membership Directory Committee. She has regularly presented workshops, roundtables, and papers at annual TAIR conferences. This year, she is a co-presenter for the Newcomer's Workshop.

Dr. Laljiani has been an active member of many professional associations in higher education. She has presented papers and/or workshops at AIR, the League for Innovation in the Community College, and the North Texas Community College Consortium (NTCCC). She has chaired the NTCCC Institutional Research Committee, and served on committees and facilitated sessions for SAIR. Dr. Laljiani was a charter member in the NTCCC Consortium Leadership and Renewal Academy (CLARA).

TAIR is the primary source of professional development for Institutional Researchers in Texas. Dr. Laljiani's goals are for TAIR to continue to meet the needs of this diverse group of individuals, by offering workshops and programs that reflect the multi-faceted nature of the work that makes up the modern Institutional Research Office. Strategic planning must occur within TAIR, in order to ascertain the direction the organization should take in coming years. In addition, the Web-based TAIR Membership Directory must be completed, in order to improve communication and reduce duplication of effort between TAIR officers and appointees, and to insure that all members receive newsletters, brochures, and other information in a timely and efficient manner. Several outstanding projects must also be completed, including the TAIR Guidelines/Source Book.

Jana Marak

Jana Marak is the Assistant Director for Information Management and Testing Services and Coordinator of Testing at Baylor University where she has worked since 1986. She has a B.B.A. in Computer Information Systems and an M.S.Ed. in Student Personnel Services from Baylor University. She has been a member of TAIR since 1989 and is also a member of AIR, SAIR, Phi Delta Kappa, and TACTP (Texas Association of Collegiate Testing Personnel). Ms. Marak is currently in her second term as TAIR Treasurer and is serving as Chair of the Membership Services Committee. She has recently served on the 2001-2002 Membership Database Committee, the 1999-2000 Nominating Committee, and the 1998 TAIR Constitution Committee. In her role as TAIR Newsletter Editor, a position she held for 9 years, Ms. Marak served as an Ex-Officio Member of several TAIR Planning Committees. Ms. Marak has also served as facilitator, workshop presenter, paper presenter and roundtable presenter at various TAIR, AIR and SAIR Conferences.

Goals Statement: Over the years, I have watched the TAIR membership grow and have also seen the organization improve the quality and quantity of professional development opportunities. I would like to assist TAIR in continuing this growth and in providing quality programs that meet the needs of new members as well as "seasoned" members. I believe that TAIR can expand on the use of technology and the Internet to keep the membership abreast of emerging issues. I would like to continue the work begun by the Membership Database Committee to develop a single repository for the membership data that the TAIR Secretary and Treasurer can access.

Nominees for Treasurer

Melissa Canady

Melissa Canady is the Director of Assessment at Texas Christian University, a position she has held since 2001. In addition, she has recently served as a peer evaluator for the Southern Association of Colleges and Schools in the areas of institutional purpose, institutional effectiveness, and institutional research. Prior to coming to TCU, Ms. Canady was Institutional Research Associate at University of Texas at Arlington and Coordinator of Institutional Research and Assessment at Oklahoma State University in Oklahoma City for a total of nine years of progressive experience in institutional research and assessment. She holds a BA and MA in Anthropology and is currently a PhD candidate in History.

Ms. Canady has been a member of TAIR since 1998. In that time, she has made several presentations and assisted in the planning of the IPEDS training workshop held in Arlington. Ms. Canady is also a member of AIR, AACU, and AAHE. Previously, she received a best presentation award from the Oklahoma Association of Institutional Research and Planning (OKAIRP) in addition to serving on OKAIRP's Board of Directors.

If elected as treasurer, Ms. Canady aims to fulfill all the requirements of the position, facilitate the meeting/workshop registration process, and maintain accurate budget and financial information.

Meet the 2002 Executive Committee Candidates

Nominees for Treasurer, continued

Jaime Garcia

Jaime Garcia is Research Analyst in the Office of Institutional Research at Rice University, a position he has held for the last four years. Previously, he served as part of the Planning and Demographics department at Houston Independent School District. Mr. Garcia received a B.A. in sociology from The University of Texas and an M.A. in sociology from the University of Houston.

Mr. Garcia has been a member of TAIR since 1998. He has served on the TAIR 1999 Program Committee as Secretary; as Moderator at TAIR 2000; Audio/Visual Coordinator, in addition to being a member of the Local Arrangements Committee for TAIR 2001; and as a member of the Nominating Committee for TAIR 2002. Mr. Garcia is a member of AIR and the Southwest Sociological Association.

Mr. Garcia welcomes the challenges of maintaining accurate TAIR financial data and looks forward to establishing strong working relationships with the secretary, the Executive Committee, and other TAIR members to ensure financial integrity. Part of the treasurer's responsibilities includes generating a sound budget based upon historical TAIR finances to support the TAIR conferences, workshops, newsletters, etc. Since one of the main duties center upon the annual conference (more specifically registration and membership status issues), Jaime's past experience with TAIR planning committees will aid in planning and keeping TAIR members informed of their status. Mr. Garcia's main goal is to provide the most reliable and accurate budget to better serve current and future decisions related to TAIR activities and functions.

2002 Candidates for the Nominating Committee

Pa

Rose Austin

Dr. Rose Austin is Dean for Institutional Effectiveness at Kingwood College, a position she has held for five years. She chaired the Institutional Effectiveness Sub-committee for her college district's Self-Study Committee in which the district earned a commendation in the area of institutional effectiveness. She has been a member of TAIR and AIR since 1997. Rose served as General Speakers and Brochure Chair for TAIR 2002 and a member of the Institutional Effectiveness Presentations Committee for AIR for the past three years. Her FACT BOOK won first place at TAIR 2002. She was a round table presenter at TAIR 2001.

David Bailey

David Bailey is the Director of Institutional Research at Tyler Junior College. He has over 18 years of experience in institutional research at both the university and community college levels. David has been a member of TAIR for ten years, and served on the TAIR 1998 program committee as roundtable chair. He is active in both the North Texas Community College Consortium and the Lonestar Users Group, and has served on several statewide advisory committees for the Texas Association of Community Colleges. Since 1987 David has been a member of AIR and other research and planning associations.

Danica Frampton

Danica Frampton is the Senior Research Associate in the Office of Institutional Research at St. Edward's University, where she has been a research professional since 1989. She received her B.B.A. in Management and her M.A. in Human Services Administration from St. Edward's University. She has been a member of TAIR since 1990 and a member of AIR since 1997. As a TAIR member, Danica has been a facilitator, served on Program Committees in the areas of publicity and local arrangements, and served as Publicity Chair for the 1999 conference. She is currently serving as Co-Chair of the Resource Fair for the 2003 conference.

Cindy Olson

Cindy Olson has been the Director of Institutional Research & Planning at The University of Texas of the Permian Basin for the past seven years. Prior to that time, she was an executive in a nonprofit counseling agency. She has a B.A. in Psychology from The University of Texas of the Permian Basin, and graduate hours toward the MBA. A member of TAIR since 1995, Cindy has served TAIR on the Program Committee as the

Resource Fair Chair and as a member of the Awards Committee and Nominating Committee.

Bishar Sethna

Bishar Sethna is the Coordinator of Institutional Research at Lamar State College – Orange, a position he has held since 1994. He has a BS in Mathematics from University of Bombay and an M.B.A. in Finance from Fort Hays State University. Bishar has been a member of TAIR since 1995 and has served on the 2002 and 2003 TAIR Program Planning Committees as Chair of Evaluations and Concurrent Sessions respectively.

Julie Thomas

Dr. Julie Thomas of Central Texas College has worked in institutional research since 1998 and has been a member of TAIR and AIR since 1999. She holds a BA in psychology (Hendrix College) and an MA and PhD in statistics (Baylor U). She has been a facilitator and a presenter at past TAIR Forums and would be honored to serve TAIR as a member of the nominating committee.

Christopher Vinger

Christopher Vinger is the Analysis Coordinator in the Office of Institutional Effectiveness at Austin Community College. He has been involved in institutional research since 1995 and has worked for The University of Texas at Brownsville – Texas Southmost College and South Texas Community College. Christopher has been an active member of TAIR, serving as a co-presenter for the Newcomers' Workshop for two years and presenting several papers. He is also a member of AIR and SAIR, and in the past has been an active member of the LONESTAR Users Group (for Texas community college institutional researchers) and the South Texas Consortium for Institutional Research (serving as secretary and chair). He has a BA from Texas A&M University and an MBA from The University of Texas at Brownsville.

Denise Young

Denise Young is Assistant Provost and Director of Institutional Research at the University of Dallas. She was previously Assistant Director of Strategic Planning and Analysis at the University of Texas at Dallas. A member of TAIR since 1998, Denise has presented papers at TAIR and AIR and served on the TAIR Concurrent Sessions Committee. She is at the dissertation stage of her Ph.D. in Higher Education at the University of North Texas.

Tuesday, February 25

12:00 noon - 5:00 p.m.	† REGISTRATION †	North Mezzanine
1:00 p.m. – 5:00 p.m.	Pre-Conference Workshops	Angus/Charolais

Beginning Statistics

Presenter:

Denise Young, University of Dallas

Workshop Limit: 30 Participants

Location: Angus

This workshop is designed for people with a limited background in statistics or those who need a refresher on fundamentals of statistics. The workshop will focus on concepts, not number-crunching. Topics to be covered include scales of measurement, measures of central tendency and variation, correlation, sampling methods, and use of confidence intervals to interpret means and proportions from samples.

Accessing State and National Databases for Institutional Research

Presenters:

Paula Cox, Rice University

Darline Morris-Baldwin, Texas State Technical College-Waco

Workshop Limit: 30 Participants

Location: Charolais

This workshop is designed for institutional researchers who wish to explore and utilize the growing array of higher education data sets that are available on the web. Presenters will demonstrate practical examples of data retrieval using such access tools as the IPEDS Peer Analysis System and the NSF WebCASP. Various reference/resource materials describing the contents of statistical and bibliographic online databases will be provided and reviewed. Limitations governing the comparability of data will be discussed.

Wednesday, February 26

7:30 a.m. - 5:30 p.m.	† REGISTRATION †	North Mezzanine
8:00 a.m. – 12:00 noon	Pre-Conference Workshops	Angus/Charolais

Newcomers to Institutional Research and Planning

Presenters:

Leona Urbish, Rice University

Karen Laljani, El Centro College

Don Wood, Texas A&M University

Chris Stroup-Benham, The University of Texas Medical Branch at Galveston

Kenneth Dalley, Texas Higher Education Coordinating Board

Workshop Limit: 30 Participants

Location: Angus

This workshop is designed for those who are new to institutional research and planning. It will address topics relevant both for those individuals establishing an IR office as well as those individuals new to an existing IR office. Two primary goals are: (1) to introduce participants to the IR profession, its various structures, and its major associations; and (2) to provide a practical orientation to the nature and scope of IR, including typical responsibilities of institutional researchers/planners and methods used to achieve institutional goals related to planning, decision making, assessment, and institutional effectiveness. Perspectives of all sectors of higher education—community colleges, public comprehensives, independents, and medical/health sciences—will be presented, as well as key information about the Texas Higher Education Coordinating Board. A resource manual will accompany this workshop.

Introduction to SAS Basics

Presenters:

Mary Ann Gregurich, M. D. Anderson Cancer Center

Workshop Limit: 30 Participants

Location: Charolais

This course will introduce the two basic steps used to process a SAS program. SAS processing is the way that the SAS language reads and transforms input data and generates the kind of output that you request. The DATA step and the procedure (PROC) step are the two steps in the SAS language. Generally, the DATA step manipulates data; and the PROC step analyzes data, produces output, or manages SAS files. These two steps used alone or combined, form the basis of SAS programs.

1:30 p.m. – 3:00 p.m.

GENERAL SESSION I

Salon A&B

“Getting to Know Your Neighbors: The Importance of U.S.-Mexico Collaboration in Higher Education”

Francisco Marmolejo, Executive Director, Consortium for North American Higher Education Collaboration (CONAHEC), University of Arizona

3:00 p.m. – 3:40 p.m.

 **Meet, Munch, & Mingle** 

Mezzanine

3:40 p.m. – 4:20 p.m.

CONCURRENT SESSIONS A

A1 – External Pressures for Alumni Follow-up Studies: Contrasting Two Methods in Light of Accreditation and Confidentiality Requirements

Presenters:

Sally Andrade, The University of Texas at El Paso
Manuela Romero, The University of Texas at El Paso
Ruben Garcia, Texas Workforce Commission

Facilitator:

Dawit Adege, Cedar Valley College

Location: Charolais

As UTEP's College of Engineering began its self-study in preparation to meet rigorous ABET re-accreditation criteria, its faculty sought technical assistance to document the success of its baccalaureate graduates. The Center for Institutional Evaluation, Research and Planning designed an alumni survey and follow-up research based on state wage records with support from the Texas Workforce Commission. Attempts to address external requirements for such follow-up information to guide continuous academic program improvement remain challenging within increasingly restrictive interpretations of the Family Education Rights to Privacy Act (FERPA). In addition to outlining the two processes and their findings, current issues of confidentiality will be explored.

A3 – Maximizing Classroom and Class Lab Utilization

Presenter:

Bishar Sethna, Lamar State College - Orange

Facilitator:

Gloria Crisp, University of Houston – Clear Lake

Location: Longhorn

Efficient use of physical resources, especially classrooms and class labs, plays an important role in assessing institutional effectiveness. Utilization rates are mandatory efficiency measures required by the Legislative Budget Board in evaluating performance. They are also used to evaluate resources under the comprehensive standards of the principles of accreditation put together by SACS. This presentation will explain how the THECB calculates utilization. It will also outline some steps to take whereby an institution can maximize classroom and class lab utilization.

A2 – Development and Implementation of The Community College Survey of Student Engagement (CCSSE)

Presenter:

Judith A. Ouimet, The University of Texas at Austin

Facilitator:

Rusty Waller, North Central Texas College

Location: Angus

Presenters discuss the development and implementation of The Community College Survey of Student Engagement (CCSSE), a multiple-institution project designed to annually gather and disseminate information about collegiate quality at community colleges. CCSSE, the sister of The National Survey of Student Engagement, is based upon empirically validated good practices in undergraduate education. CCSSE team members will provide a brief background and rationale for creating a new assessment tool for community and technical colleges. Representatives from participating community and technical colleges will describe the use of CCSSE as part of their campus efforts to assess and improve undergraduate learning and institutional effectiveness.

A4 – Student Success in First Year of College

Presenter:

Cathy Lebo, Southern Methodist University

Facilitator:

Eugene Pond, Dallas Theological Seminary

Location: Rio Grande

Students and universities need to work together, in Richard Light's words, to make the most of college. We can no longer admit students and then get out of their way. Astin's IEO model (student inputs, educational environment, and student outcomes), is used to define success for new college students. The first phase of the research examines aspects of first year instruction. The second phase of the research uses the CIRP Freshman Survey and the new YFCY First Year Survey to measure student inputs and outcomes. The research looks for gains in academic skills, study habits, personal growth, and student satisfaction

Wednesday, February 26

4:30 p.m. – 5:30 p.m.

CONCURRENT SESSIONS B

B1 – “Post Atkinson”: Validating the ACT & SAT in the UT-Austin Admissions Process

Presenters:

Chuck Wharton, ACT, Inc. – Southwest Region
Gary Lavergne, The University of Texas at Austin

Facilitator:

Jamie Garcia, Rice University

Location: Charolais

After having attended the ACE conference in which Dr. Richard Atkinson called for an end to the use of SAT I in admissions, UT-Austin President Larry Faulkner appointed a special task force “to consider the role that standardized test scores play in the University’s admission process and to insure continued fairness in this process for undergraduates.” In addition to open discussions of access and fairness, a major function of the Task Force was the review of data generated internally at UT-Austin, and externally by ACT, Inc. and the College Board. The findings of the Task Force are summarized in this session.

B3 – From “IE” to “QE”- Finding a Silver Lining in the Clouds of Change

Presenters:

Gail Dantzker, South Texas Community College
Brenda Cole, South Texas Community College
Jacque Gillispie, South Texas Community College

Facilitator: *Elbert F. Bassham*, Sul Ross State University

Location: Longhorn

SACS plans to move into a new phase of institutional accreditation focusing on “(1) institutional integrity and (2) commitment to quality enhancement with particular attention to student learning outcomes.” What does this mean for Texas’ institutions of higher education? Can we get there from here? What is the IR/IE Office’s role in managing IE and QE (Quality Enhancement)? This presentation focuses on similarities and differences between IE and QE, suggests a strategy for moving from and between one and the other, and outlines some concrete steps to start taking now so your campus will phase-in the transition without trauma. Opportunity will be provided for participation and idea sharing.

B2 – Building a Perfect Retention Database (Almost)

Presenters:

Sam Stigall, The University of Texas at Arlington
Xin Meng, The University of Texas at Arlington

Facilitator:

Linda L. Gibbs, Houston Community College System

Location: Angus

Institutional researchers increasingly find themselves called upon to quickly provide answers about student retention questions. Merging historical and current data structures makes ad hoc reporting cumbersome and time consuming. This presentation discusses the issues faced and methodology utilized in designing a database for retention analyses. The database contains records for all new students (undergraduate, master’s and doctoral) enrolled for a 10-year period. A variety of student data files and selected variables for each fall and spring semester were merged to build the database. The presentation will include a demonstration of the database’s capability.

B4 – THECB Hot Topics

Presenters:

James Dilling, Texas Higher Education Coordinating Board
David Gill, Texas Higher Education Coordinating Board
Kenneth Dalley, Texas Higher Education Coordinating Board

Facilitator:

Michael D. Tumeo, The University of Texas at Arlington

Location: Rio Grande

The panelists will update researchers on current events at the Texas Higher Education Coordinating Board. Topics will include: Federal Educational Rights and Privacy Act (FERPA); redisclosure of directory and non-directory information; student tracking; Automated Student and Adult Learner Follow-up System (ASALFS); Texas Academic Skills Program (TASP); effectiveness of developmental education; CBM reporting changes; formula funding; and Information Access Initiative. Comments, suggestions, and questions are welcome.

Conference Special Event – “Viva El Paso”

6:30 p.m.

Meet in the Hotel Lobby



Texas Association for Institutional Research
2003 Conference Registration Form
Tuesday, February 25 – Friday, February 28, 2003
El Paso, Texas

(Please type or print)

Dr./Mr./Mrs./Ms. _____
First
MI
Last

Badge Name _____ Type of Institution: ☐ Public ☐ Private ☐ Year
 (check all that apply) ☐ 4-year ☐ Other

Institution _____

Department _____

Full Title _____

Address _____
Mailing Address
City, State
Zip Code

Telephone () _____ FAX () _____

E-Mail _____

Is this your first TAIR Conference? Yes () No ()

IF YOU NEED SPECIAL ARRANGEMENTS REGARDING DIET OR ACCOMODATIONS:

Contact—Frank Montes de Oca III Phone (915) 747-8274; Fax (915) 747-8248; E-mail fmontesdeoca@utep.edu

No later than Monday, February 3rd, please

Payment or Purchase Order Postmarked:

Dec. 20

By

After

Dec. 20

Amount

Individual Conference Registration Fees (includes 2003-2004 TAIR Membership)

Individual Member	\$110	\$130	\$ _____
Emeritus Member (see registration information, page ii)	\$65	\$85	\$ _____
Graduate Student Member (see registration information, page ii)	\$50	\$70	\$ _____

Pre- Conference Workshops

Tuesday Afternoon (1:00 p.m. – 5:00 p.m. - fee includes a snack):

W1 -Basic Statistics	\$30	\$30	\$ _____
W2 - Accessing State and National Databases for Institutional Research	\$30	\$30	\$ _____

Wednesday Morning (8:00 a.m. – 12:00 noon – includes continental breakfast):

W3 - Newcomers to Institutional Research and Planning	\$35	\$35	\$ _____
W4 - Introduction to SAS Basics	\$35	\$35	\$ _____
Conference Special Event "Viva El Paso"	\$30	\$30	\$ _____

Bringing a guest to the Special Event? Yes () No ()

Guest's Name: _____	\$30	\$30	\$ _____
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2003-2004 TAIR Membership Only (for those NOT attending conference)	\$15	\$15	\$ _____
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(Continued on back)

TOTAL: \$ _____

MAKE CHECKS PAYABLE TO: UTEP UNIVERSITY RELATIONS

Mail completed registration form and payment to:

Office of University Relations
ATTN: TAIR Conference
1100 N. Stanton, Ste. 201
El Paso, Texas 79902

For more information, contact: Frank Montes de Oca III at (915) 747-8274 or by E-mail

TAIR Tax ID: 75-1695499

TAIR Vendor ID: 17516954991001

If your institutional check will not be ready by December 20, 2002, please send a copy of the purchase order for the amount of your conference fees before December 21 to avoid paying the late registration fee. Send institutional check as soon as possible thereafter.

Cancellation Policy:

Refunds, minus a \$15.00 processing fee, for the TAIR Conference registration and workshops will be made if the request is made on or before February 1, 2003. No refunds will be made after this date except in cases which involve the death or serious injury of an immediate family member or which serve the best interest of the Association. Requests should be made in writing to the TAIR Treasurer, who will in turn present the matter to the Executive Committee whose decision shall be final.

Office use only: Postmark Date: _____ Date Rec'd: _____

P.O. No.: _____ Amount: _____ Date Rec'd: _____

Check No.: _____ Amount: _____ Date Rec'd: _____

TEXAS ASSOCIATION FOR INSTITUTIONAL RESEARCH

February 26-28, 2003

CUT-OFF DATE: January 25, 2003

Single - \$80/Double - \$95

Reservations received after cut-off date will be accepted at prevailing rack rates on space available basis.

Hotel Check-in 3:00 PM—Check-out 12 NOON

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101 South El Paso Street. El Paso, Texas 79901

Phone: (915) 534-3000 Fax: (915) 534-3024

Toll free direct El Paso, Texas Hotel

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E-Mail: elp@caminoreal.com

Name(s) _____

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Work Phone _____

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Special Requests:

_____ Wheelchair accessible room

_____ Hearing impaired

_____ Visually impaired

Other (please specify) _____

Accommodations:

No of Rooms	Single	Double

Sharing Room with _____

Room Type (circle): King DBL/DBL

Preference (circle): (Accommodations based on availability)

Smoking Non-Smoking

Special Requests _____
(Type of accommodation is based on availability)

Method of Arrival: Fly _____ Drive _____

I will arrive on _____ I will depart on _____

Arrival Time: _____

GUARANTEE

All reservations must be guaranteed as follows:

Guaranteed by Credit Card—Please fill in the following information:

Name on card: _____

Card number: _____

Expiration Date: _____

Month/Year

In the event you are unable to cancel this reservation within 72 hours of the arrival date, a charge equal to one night's room rate will be assessed on the credit card above, or the advance deposit forfeited.

Signature: _____

Print Name: _____

Come to El Paso in February!



Fun and Relaxation: The **Camino Real Hotel** is located in the heart of downtown El Paso, with easy access to IH 10. The hotel originally opened in 1912 and its Tiffany Dome and grand lobby provide an historical sense of the early 1900's in this region of Texas. Across the street is the new **El Paso Museum of Art**. It houses an outstanding regional collection of European art, Mexican colonial art and American art from the early 19th century through the mid 20th century. During the past decade, the Museum has developed a major collection of contemporary works in all media by artists based in the southwestern United States and Mexico, with a particular focus on Texas, New Mexico, and the Border region. It is especially proud of its collection of paintings by renown El Paso artist Tom Lea. A few blocks away is the **Insights Museum**, with 60 hands-on exhibits that demonstrate areas of science such as electricity, optics, magnetism, health, geology, space, and more. The exhibits are designed to be fun and entertaining as well as educational. A downtown walking tour will provide an introduction to the beautiful buildings, many of them designed by the famous architect Henry Trost. A trolley tour or walk across the bridge to **Ciudad Juárez** offers the opportunity to visit its historical area and the *Mercado Central* or Old City Market.

For a fun weekend, come early or stay over. The missions at **Ysleta, Socorro, and San Elizario** are beautiful historical sights. Other more worldly attractions include the Ysleta del Sur Reservation with its **Speaking Rock Casino** and the **Sunland Park Racetrack and Casino** (the ponies will be running) "next door" in New Mexico. There are several excellent **public golf courses**, including Painted Dunes Desert. Other special **outdoors activities and excursions** in the area could include the cable car up the Franklin Mountains, Native American rock art at Hueco Tanks, Guadalupe Mountains State Park, Carlsbad Caverns, and the Cloudcroft/Ruidoso, New Mexico area for skiing.

For an excellent pictorial tour of this beautiful city and its attractions, please visit "Dr. Benton's Tour of the Town" at the TAIR Web site under the 2003 Conference button.

¡VIVA EL PASO! A Very Special Event for TAIR members



On Wednesday evening, buses will transport you, guests and other TAIR colleagues to a charming new restaurant **Café Mayapán** in El Paso's South-Central neighborhood. The word "Mayapán" comes from the name of an ancient Mayan capital in the Yucatan region of México. It was known for its highly developed trade networks, as well as its architectural and artistic accomplishments.

We will first go to the **Mercado**, a traditional market, so that you can browse among its excellent collection of authentic Mexican products and artisan crafts with an opportunity to take home some colorful souvenirs. This beautiful downtown complex was created by displaced manufacturing workers to begin the economic revitalization of their neighborhood.

A delicious **Tex-Mex Buffet** then awaits you at the restaurant, with **serenades** throughout the meal. A variety of drinks and a cash bar will be available. Dinner will be followed by **Viva El Paso!** -- a "mini-version" of the popular outdoor pageant that is presented in beautiful McKelligon Canyon each summer, offering an array of multicolored costumes, musical production numbers, and legendary characters to tell the story of El Paso's history.

Thursday, February 27

7:30 a.m. – 4:00 p.m.	Registration	North Mezzanine
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7:30 a.m. – 9:30 a.m.	Breakfast and Roundtable Sessions	Salon A&B
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Breakfast will be served from 7:30 a.m. to 9:00 a.m. Three back-to-back 30-minute roundtable sessions begin at 8:00 a.m. with each roundtable being presented at all three sessions. Feel free to move from one table to another during each of the 30-minute sessions. For a complete listing of Roundtable presenters and abstracts, go to page 18 of the program brochure.

- | | |
|--|---|
| <ol style="list-style-type: none"> 1. An Introduction to Correspondence Analysis 2. The Learning College: Putting It All Together Through IR 3. Creating Better Surveys 4. Web Savvy Information for Your Campus Community 5. Processing the Silver of Academic Assessments 6. Best Practices for Alumni Surveys 7. THECB – Hot Topics 8. Implementing an On-Line Student Evaluation of Instruction for Distance Education at a Large Urban College 9. SAS System Procedures Used To Produce CBM008, The Faculty Report | <ol style="list-style-type: none"> 10. Survey Management and Reporting for a Multi-Campus Institution 11. AIR Professional Development Activities – Some for Free! 12. SOCRATES: County Narrative Reports 13. Geographic Mapping: A Promising Tool for Institutional Researchers 14. SPSS Survey Research Solutions: How to Achieve Better Survey Results in Less Time |
|--|---|

9:00 a.m. – 4:00 p.m.	 Resource Fair 	Mezzanine
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9:45 a.m. – 10:45 a.m.	GENERAL SESSION II "TAIR Me a New One" Horace F. Griffiths, Professor Emeritus, Tarrant County Junior College, Fort Worth, Texas William F. Lasher, Vice Provost/Professor at The University of Texas at Austin	Salon A&B
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10:45 a.m. – 11:00 a.m.	Coffee Break	Mezzanine
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11:00 a.m. – 11:40 a.m.	CONCURRENT SESSIONS C
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C1 – Setting the Tone for the SACS New Accreditation Process: How a Major Research Pilot University Completed the Task

Presenters:

Cindy Dutschke, Texas A&M University, College Station

Facilitator:

Margaret Drain, Houston Community College System

Location: Charolais

The Southern Association of Colleges and Schools (SACS) recently adopted a new reaccreditation process that will be utilized by the member institutions. Other SACS institutions will look to their peers that participated in the pilot project to find out what it did work and what did not. The session will be presented by one of the pilot 4-year institutions for the SACS project. It will discuss the strengths and the weaknesses of the new process and provide valuable information to those that are going to undergo this process in the near future.

C2 – The Effect of the Community/Junior College Reduced Tuition Pilot on Space Utilization and Enrollment

Presenters:

Karen C. Laljani, El Centro College

Daniel Hubbard, El Centro College

Mathewos Kassa, El Centro College

Facilitator:

Gail Dantzker, South Texas Community College

Location: Angus

In August 2001, the 77th Legislature passed House Bill 1465, enabling Texas Public Community and Junior Colleges to pilot a reduced tuition plan for students taking classes at times of low enrollment demand "in order to promote greater access to higher education and more efficient use of facilities and resources." The Dallas County Community College District is a pilot site for implementation of this plan. The pilot program began in Spring 2002, and will continue through Spring 2003. This project studies the effects of reduced tuition on student enrollment, space utilization and course offerings in non-traditional time slots.

Thursday, February 27

CONCURRENT SESSIONS C (continued)

C3 – Retention Difficulties of Special Populations: A Qualitative and Quantitative Study

Presenter:

Sarah Logan, Angelo State University
Kathleen Holcomb, Angelo State University

Facilitator:

Mike Yeater, Howard College

Location: Longhorn

Low statewide retention rates for Texas Grant Program students are similar to Angelo State University's rates. A study was conducted among three groups of under-performing students: (1) Texas Grants recipients; (2) Up-and-Coming scholars, local students identified in junior high as potential college students with financial need; (3) Carr Scholars, students awarded scholarships on the basis of performance. All groups entered ASU having completed the Texas Scholars curriculum, yet their retention rates are lower than those for their cohorts. This study isolates reasons for their unexpected performance with the objective of developing effective intervention strategies. It discusses intervention strategies already employed and proposes new interventions. Strengths and weaknesses of the study will also be discussed.

C4. Texas Award for Performance Excellence: An Opportunity for Research

Presenters:

Gabriela Borcoman, Bill J Priest Institute for Economic Dev.
Yan Liu, Bill J Priest Institute for Economic Development

Facilitator:

Celia J. Wintz, Houston Community College System

Location: Rio Grande

In 2002 Bill J Priest Institute for Economic Development (BPI) won the Texas Award for Performance Excellence (TAPE), the first higher education institution to do so. The Award criteria include a section on organizational performance results, asking for data collected by the institution. The Institutional Research Office needed to provide at least three years trend data for the application and site visit. The presentation will focus on the type of research done at BPI that assured the winning of the award. It is designed for all the institutions that intend to adopt Baldrige criteria for performance excellence or/and to apply for TAPE.

12:00 noon – 1:45 p.m.

LUNCHEON & GENERAL SESSION III

Salon A&B

“Exploring the Murals of El Paso”

Carlos Callejo, artist

2:00 p.m. – 3:00 p.m.

CONCURRENT SESSIONS D

D1 – Using the National Survey of Student Engagement for Assessment and Institutional Improvement

Presenters:

Paul D. Umbach, Indiana University

Facilitator:

Denise Young, University of Dallas

Location: Charolais

In this session presenters discuss the National Survey of Student Engagement (NSSE), a large-scale, multiple-institution project designed to annually gather and disseminate information about collegiate quality. Specifically, panelists will describe the history and evolution of the project and discuss how colleges and universities from across the country are using the NSSE to assess undergraduate education and enhance institutional improvement and accountability efforts. Representatives from several institutions will provide first-hand accounts of using NSSE to enhance campus initiatives. Audience participation will be encouraged throughout and a large portion of the presentation will be reserved for extended dialogue.

D2 – Unduplicated Responses to Online Form Surveys and a Repeated Email Reminder

Presenters:

Elbert Bassham, Sul Ross State University
Dale Christophersen, Sul Ross State University

Facilitator:

Cynthia Casparis, Odessa College

Location: Angus

Regular online survey forms do not prevent duplicated responses (the respondent is able to respond multiple times). This presentation is about a solution to this problem. It involves PERL and HTML scripting to produce online survey forms that DO prevent duplications. The presentation includes a way to automate an email reminder service that is useful to improve response rates. It can run for a specified number of days but the reminders end when a response is received. The presentation will include a live demonstration of what the respondent sees and does as well as what the surveyor sees and does. The PERL and HTML scripts will be reviewed and explained. Samples of the scripts will be distributed on diskettes.

Thursday, February 27

Remember to Vote  for TAIR Officers and Nominating Committee by 4:00 p.m. Today!

CONCURRENT SESSIONS D (continued)

D3 – Book Review of Institutional Research: Decision Support in Higher Education

Presenter:

Margaret Drain, Houston Community College System

Facilitator:

Yan Liu, Bill J Priest Institute for Economic Development

Location: Longhorn

In response to the AIR 2000-2001 plan to develop and publish "...a substantial volume once a decade in which the status of the profession is discussed," Richard Howard compiled *Institutional Research: Decision Support in Higher Education*. Organized parallel to AIR's track structure, the volume consists of seven papers contributed by thirteen institutional research colleagues and long-time AIR members. Howard's added purpose was to provide a "marker" reflecting the status of the profession as a recognized higher education administrative function. Reviewing Howard's publication, this presentation will also provide real-time IR examples.

D4 – The TSPR and Higher Education: What You Don't Know Can Hurt You

Presenters:

Martha Oburn, Austin Community College

Howard Erdman, Navarro College

Facilitator:

Maryann Ruddock, The University of Texas at Austin

Location: Rio Grande

Since 1991, the Texas Comptroller's Office has conducted Texas School Performance Reviews (TSPR). Until 1999, TSPR's were only conducted in school districts. TSPR program has been expanded to include to higher education. Reviews have been conducted at Texas Southern University, El Paso, Austin, and Houston, Community. As the TSPR becomes a common feature of higher education in Texas and since institutional researchers are often the designated persons responsible for coordinating the process, it is imperative that they be aware of the numerous challenges and potential pitfalls surrounding the TSPR. Experiences and emerging patterns will be shared with those attending this session.

3:00 p.m. – 3:30 p.m.

Resource Fair Break/Dessert 

Mezzanine

3:30 p.m. – 4:10 p.m.

CONCURRENT SESSIONS E

E1 – Remedial Students, Percieved Gains and Quality of Effort

Presenter:

David L. Preston, Brazosport College

Facilitator:

Dale Christophersen, Sul Ross State University

Location: Charolais

Each year Brazosport College administers the Community College Student Experiences Questionnaire. Included in this survey is a section where the respondent is asked to evaluate the college's influence on twenty-five perceived gains such as "Acquiring skills needed to use computers to produce papers, reports, graphs, charts, tables, or data analysis." Do remedial students respond differently than non-remedial students to these items? Also contained in this questionnaire are sections asking about the respondent's involvement in various quality-of-effort activities, such as "Used a computer (word processor) to write or type a paper." Do remedial students respond differently than non-remedial students to these items?

E2 - What To Do With All Those Surveys?! A Database for Managing External Requests for Data

Presenters:

Katherine R. Friedrich, University of Houston-Clear Lake

Chirag Patel, University of Houston-Clear Lake

Graciela Reyes, University of Houston-Clear Lake

Facilitator:

Carl Spratt, South Texas Community College

Location: Angus

Institutional Researchers are often inundated with requests from external agencies, such as the College Board, Petersen's, Wintergreen Orchard House, to name a few. Although the Common Data Set helped to establish standard definitions for much of this data, there is still the question of how to manage such information efficiently. This session will demonstrate how an MS Access database with web interface allows users to maintain such data. System was designed to allow users to search by key word or survey, create request forms for other offices, and generate survey reports.

Thursday, February 27

CONCURRENT SESSIONS E (continued)

E3 – Using an Interactive Web Survey in an International Setting

Presenter:

Marilyn Greer, M.D. Anderson Cancer Center

Facilitator:

Paula P. Tanner, University of Mary Hardin-Baylor

Location: Longhorn

Interactive web surveys can be an invaluable tool to evaluators requiring immediate ratings. Education Research and Assessment was asked to develop an interactive Internet assessment tool for a team of M.D. Anderson Cancer Center physicians and staff hosting an annual competition in Japan. The group was to select four candidates for a medical exchange program in breast oncology. It was important that the process be fair, and results be available immediately to the team so that they can select the candidates and two alternates. This presentation addresses the technology and special considerations necessary to structure this evaluation.

E4 – Processing the Silver of Academic Assessments

Presenter:

Richard Roach, Texas A&M University – Texarkana

Sandra Shingleur, Texas A&M University – Texarkana

Facilitator:

Gabriela Borcoman, Bill J Priest Institute for Economic Dev.

Location: Rio Grande

Institutional Researchers plays a strategic role in providing data for academic assessments across the institution, yet the processes that drive the requests for information are seemingly far removed from the I. R. Office itself. This session will provide the newcomer and the veteran alike with an overview of one system of academic assessments: a three faceted approach to providing the effectiveness of academic programs through (1) program review, (2) curriculum review, and (3) assessment in the major. Participants will be encouraged to critique the system presented and to share assessment process insights from their own campuses.

4:20 p.m. – 6:00p.m.

SPECIAL INTEREST GROUPS

4:20 p.m. – 5:00 p.m.

Sector Special Interest Groups:

?? **Independent Colleges and Universities Sector SIG**

Chair: *Susan Ward, Independent Colleges and Universities of Texas*

Location: Angus

?? **Public Universities Sector SIG**

Chair: *Cindy Dutschke, Texas A&M University*

Location: Charolais

?? **Public Community Colleges Sector SIG**

Chair: *Karen Laljiani, El Centro College*

Location: Longhorn

?? **Health Science/Medical Sector SIG**

Chair: *Christine Stroup-Benham, UTMB at Galveston*

Location: Rio Grande

5:15 p.m.– 6:00 p.m.

Other Special Interest Groups:

?? **Texas A&M University System**

Chair: *Glenn Dowling, Texas A&M Univ. System*

Location: Kohlberg

?? **University of Texas System**

Chair: *Maryann Ruddock, The University of Texas at Austin*

Location: Pancho Villa

?? **Datatel Colleague Users**

Chair: *Christopher Benton, Alvin Community Coll.*

Location: Angus

?? **PeopleSoft Users**

Chair: *Cathy Lebo, Southern Methodist Univ.*

Location: Charolais

?? **SPSS Users**

Chair: *Rebecca Richter, Blinn College*

Location: Longhorn

?? **Banner Users**

Chair: *Rachel Cortez, UT-El Paso*

Location: Rio Grande

6:30 p.m.



Meet in the Lobby for Dinner Caravans



Friday, February 28

7:30 a.m. – 9:00 a.m. **Breakfast & Business Meeting** *Salon A&B*
7:30 a.m. – 8:00 a.m. *Breakfast*
8:00 a.m. – 9:00 a.m. *TAIR Business Meeting – Presiding: Mike Green, President*

9:15 a.m. – 10:30 a.m. **GENERAL SESSION IV** *Salon A&B*

**“If They Come You Will Build It:
An Institutional Effectiveness System for SACS and Beyond”**
Sharron L. Ronco, Assistant Provost for Institutional Effectiveness and Analysis at Florida Atlantic
University in Boca Raton, Florida

10:45 a.m. – 11:45 p.m. SPECIAL INTEREST GROUPS

Regional SIGs

- ?? **Gulf Coast Association for Institutional Research**
Chair: *Linda Gibbs*, Houston Com. College
Location: Angus
- ?? **South Texas Consortium for Institutional Research**
Chair: *Gail Dantzker*, South Texas Community Coll.
Location: Charolais

Newcomers' Workshop Recap

- ?? **Newcomers' Wrap-up Session**
Chair: *Leona Urbish*, Rice University
Location: Longhorn

Roundtables

Thursday, February 27, 8:00 am – 9:30 am

1. An Introduction to Correspondence Analysis

Christopher P. Benton, Alvin Community College
Gale Stuart, Texas A&M University – Corpus Christi

Developed in the late sixties, correspondence analysis has long been popular in France as a method for carrying the analysis of contingency tables one-step further. The end result is similar to that of factor analysis in that it provides information on the relationships between various items. This particular presentation will provide a brief introduction to the theory and application of correspondence analysis using SPSS as well as a comparison with more familiar techniques such as factor analysis.

2. The Learning College: Putting It All Together Through IR

David Andrus, Carol LaRue, Del Mar College

The president has just announced that we are from this day forward to consider our institution a "Learning College." Now everyone is wondering what this means and what we will be doing to meet this new challenge. Community college innovators and leaders have been working on this model for well over a decade. The League for Innovation in the Community College has developed the *Learning College Project*, designed to provide opportunities for intercollegiate collaboration to help community colleges fulfill their commitment to learning-centered education. This roundtable presentation will focus on the objectives, strategies, and best practices that have come out of the *Learning College Project*. We will share exemplary information, publications, and other resources that show how the Office of Institutional Research and Effectiveness serves as a clearinghouse, resource center, coach, and moderator for all the diverse efforts that becoming a learning college demands.

3. Creating Better Surveys

David Preston, Brazosport College

Creating a survey seems like a rather easy task to do. Write the questions, determine the possible answers and create and publish the form. However, if done correctly, creating the survey you need may not be a simple task. There are dos and don'ts and one certainly wants to collect data that when analyzed, will provide the information needed. The moderator of this roundtable will discuss how to create the survey you need.

4. Web Savvy Information for Your Campus Community

Debra Hollingsworth, Peggy Johnson San Jacinto Coll. District

What web information is most useful for the multi-campus community college? What format should the on-line reports be published in? How accessible are these on-line reports to the college staff? How should on-line reports be organized on a web page? These are some of the items that will be discussed at this roundtable. Examples of some of the on-line reports located on the San Jacinto College District Research web page will be provided.

5. Processing the Silver of Academic Assessments

Dick Roach, Texas A&M University - Texarkana

Institutional Research plays a strategic role in providing data for academic assessments across the institution, yet the processes that drive the requests for information are seemingly far removed from the I.R. Office itself. This session will provide the newcomer and the veteran alike with an overview of one system of academic assessments: a three-faceted approach to proving the effectiveness of academic programs through (1) program review, (2) curriculum review, and (3) assessment in the major. Participants will be encouraged to critique the system presented and to share assessment process insights from their own campuses.

6. Best Practices for Alumni Surveys

Gloria Crisp, Carol Kominski, University of Houston – Clear Lake

Alumni surveys support an institution's assessment process by collecting feedback at both institutional and program levels. A valid process ensuring relevant questions, a representative sample, widespread dissemination, and thoughtful analysis is needed to provide accurate and useful information regarding the alumni's experiences. Results from an online survey of Texas institutions describe how Texas institutions design, administer, analyze, and present alumni surveys. Responses to these main questions will be reported:

- How are alumni surveys typically administered?
- What is a typical response rate and are there any special techniques or considerations used to increase response rates?
- How are alumni survey data used?

7. THECB – Hot Topics

James Dilling, David Gill, Kenneth Dalley, Texas Higher Education Coordinating Board

The panelists will update researchers on current events at the Texas Higher Education Coordinating Board. Topics may include: Federal Educational Rights and Privacy Act (FERPA); redisclosure of directory and non-directory information; student tracking; Automated Student and Adult Learner Follow-up System (ASALFS); Texas Academic Skills Program (TASP); effectiveness of developmental education; CBM reporting changes; formula funding; and Information Access Initiative. Comments, suggestions, and questions are welcome.

8. Implementing an On-Line Student Evaluation of Instruction for Distance Education at a Large Urban College

Linda Gibbs, Margaret Drain, Houston Comm. Coll. Syst.

Presenters will review the development, pilot testing and implementation of an on-line Student Evaluation of Instruction (SEOI) for Distance Education at a large urban community college. The software utilized and the resulting data will also be discussed. Resource materials will be distributed.

9. **SAS System Procedures Used To Produce CBM008, The Faculty Report**
Mary Ann Gregurich, The University of Texas MD Anderson Cancer Center

The CBM008, Faculty Report, is a collection of data on the academic duties and services of each person who has any type of faculty appointment, regardless of their source of funds or their assignment, including teaching assistance. Generating this report using SAS to illustrate features such as creating formats, how to calculate semester salaries and appointments, computing rank and tenure and setting defaults will be discussed.

10. **Survey Management and Reporting for a Multi-Campus Institution**

Mary Ballew, Miriam Barrera, San Jacinto College District

As with most multi-campus institutions, San Jacinto College District (SJCD) has three distinct campuses with very different data reporting needs. Designing survey instruments to meet the needs of all three campuses and still show comparative data between all of them can be difficult. Items of discussion will include: how to use an existing standard survey instrument or design a generic survey instrument to generate comparative data between campuses, data reporting methods that highlight the statistical results of comparative data for the end user, using inserts containing additional questions in conjunction with generic survey instruments to gather information for individual college groups.

11. **AIR Professional Development Activities – Some for Free!**

Maryann Ruddock, The University of Texas at Austin

TAIR's parent organization – AIR – offers a multitude of opportunities for professional development. The AIR Professional Development Services Committee is charged with "meeting the professional development and continuing education needs of members of the Association." In addition to various pre-forum workshops and the AIR Institute Series, there are a number of fellowships and grants available (read: free money). This session will highlight some of those opportunities, especially the AIR Summer Data Policy Institute. The summer Data Policy Institute is a 12-day chance to study large, national databases in Washington, DC. Other opportunities offered by AIR are dissertation fellowships, research grants, and senior fellowships.

12. **SOCRATES: County Narrative Reports**
Ruben Garcia, Texas Workforce Commission

SOCRATES is the Texas Workforce Commission's widely used labor market planning tool. The reports generated from SOCRATES are used to determine a workforce investment board's targeted occupations list. The County Narrative Report (CNR) is the latest module available within SOCRATES. The CNR provides a multitude of county-based statistical data for program planners and institutional researchers. This roundtable session will provide information on the data available in the CNR.

13. **Geographic Mapping: A Promising Tool for Institutional Researchers**

Sarah Enticknap, The University of Texas Medical Branch

Much of the demographic data about our students and faculty can be presented as spatial distributions. At UTMB we are presenting the statewide, national, and global characteristics of our students in the form of geographic maps. Such maps can help target recruitment efforts, identify predictors for retention, and show which geographic areas successful graduates come from. Community colleges and smaller schools can trace the characteristics of students originating from particular counties, cities, census tracts, and even blocks in their catchment areas. This roundtable discussion will focus on the utility of maps to describe data, and the software available for doing it.

14. **SPSS Survey Research Solutions: How to Achieve Better Survey Results in Less Time**

Meta Brown, SPSS Inc.

Imagine if you could: better understand your students' needs with well-designed and effective Web Surveys; administer quarterly student satisfaction surveys quickly and easily; target your programs and services to meet current and future student needs; and deploy survey results throughout your institution. Learn how to get the most from your survey process using SPSS products - from data collection, preparation and management, to reporting and deployment.

Each session will be offered at 8:00 a.m., 8:30 a.m. and 9:00 a.m.



2003 Program Committee

Program Chair	Marilyn Greer M.D. Anderson Cancer Center
Concurrent Sessions	Bishar Sethna Lamar State College-Orange
Evaluation	Mary Ann Gregurich M.D. Anderson Cancer Center
Finance	Jana Marak Baylor University
General Sessions	Verna Dewees Texas A&M University System Deborah Green THECB
Local Arrangements	Sally Andrade University of Texas-El Paso
Newsletter Editor/ Publicity	Karen Laljiani El Centro College
Program Brochure	Gabriela Borcoman Bill J Priest Institute for Economic Development
Registration	Frank Montes de Oca III University of Texas-El Paso
Resource Fair	Joe Meyer Southwest Texas Danica Frampton St. Edward's University
Roundtables	Chris Benton Alvin Community College Patricia Garrison Art Institute of Houston
Special Interest Groups	Jaime Garcia Rice University
TAIR Webmaster	Sam Stigall University of Texas-Arlington
Workshops	Leona Urbish Rice University
Advisors	Maryann Ruddock University of Texas-Austin Michael Green North Harris Montgomery Community College District

Conference History

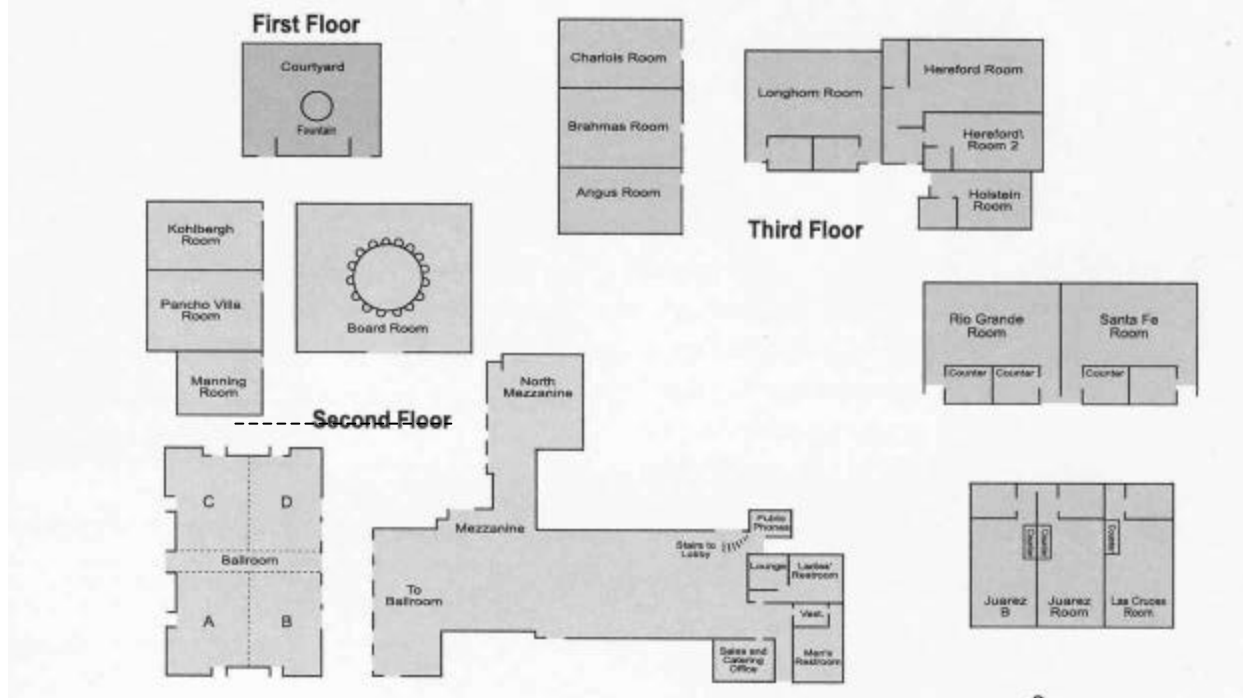
Year	Site	President	Vice President	Secretary and Treasurer*
1979	Austin	Program Committee	Horace Griffiths, Rude Gaedke Bill Lasher, Joe Szutz	
1980	Austin	Program Committee	Ann Sewell, Larry Luce, Paul Thomas, Henry Zachringer	
1981	Houston	Program Committee	Don Norris, Doug Wright, Margaret Reap, Jean Garwood, Leon Spivey	
		Constitution Committee	Bill Lasher (chair), Ross Clark, Les Kincaid, Pritch Smith, Maryann Steele (Ruddock)	
1982	San Antonio	Don Norris	Vicki Mason	Paul Thomas
1983	Ft. Worth	Vicki Mason	Joe Szutz	Paul Thomas
1984	El Paso	Joe Szutz	Marsha Ivery (Moss)	Martha Lee
1985	Austin	Marsha Ivery (Moss)	Bill Nylin	Martha Lee
1986	San Antonio	Bill Nylin	Robert Cullins	Su-Zan Harper
1987	Austin	Robert Cullins	RoJean Starke	Su-Zan Harper
1988	Austin	**	Clinton Hurley	Denise Watts
1989	Austin	Clinton Hurley	Dennis Hengstler	Denise Watts
1990	San Antonio	Dennis Hengstler	Todd Hutton	Vickie Natale
1991	Corpus Christi	Todd Hutton	James Hale	Vickie Natale
1992	Galveston	James Hale	Susan Griffith	Sidney Prewitt-S Karlease Clark-T
1993	Bryan/ College Station	Susan Griffith	Mary Korfhage	Deryl Clark-S Karlease Clark-T
1994	El Paso	Mary Korfhage	Glenn James	Sidney Prewitt-S Lizabeth Elkins-T
1995	San Antonio	Glenn James	Vickie Natale	Patricia Duhon-S Lizabeth Elkins-T
1996	Houston	Vickie Natale	Richard Bailey	Patricia Duhon-S James Calarco-T
1997	South Padre	Richard Bailey	Verna Dewees	Cindy Dutschke James Calarco-T
1998	Austin	Verna Dewees	Thomas Martin	Cindy Dutschke Dennis Brandt-T
1999	Dallas	Thomas Martin	Leona Urbish	Lillian Young-S James Calarco-T
2000	San Antonio	Leona Urbish	James Calarco	Lillian Young-S Karen Laljiani-T
2001	Clear Lake	James Calarco	Maryann Ruddock	Martha Oburn-S Karen Laljiani-T
2002	Corpus Christi	Maryann Ruddock	Michael Green	Martha Oburn-S Jana Marak-T
2003	El Paso	Michael Green	Marilyn Greer	Rebecca Richter-S Jana Marak-T

* The Secretary / Treasurer position was divided into two positions in 1992.

** The President moved out of state; Vice President served as Acting President.

Hotel Layout & Room Map

Meeting & Banquet Facilities



The meeting rooms located on the second floor are: Ballrooms/General meeting area (A, B, C, and D), Kohlberg, Pancho Villa, Manning (TAIR war room), and Mezzanine (Resource Fair).

The meeting rooms located on the third floor are: Charolais, Angus, Longhorn, and Rio Grande.

Hotel Conveniences

- A designated Historic Landmark
- Complimentary airport shuttle services
- 24 hour room service
- Non-smoking and accessible rooms
- Heated rooftop swimming pool
- Fitness Center with dry sauna
- Valet dry cleaning & laundry
- Gift shop
- High-speed Internet access at a flat rate
- Multi-lingual staff
- Several golf courses nearby
- The Dome Restaurant, the only Four-Diamond restaurant in the SW region

Guest Rooms Conveniences

- Coffeemaker with complementary coffee and tea
- Dataports and voice mail messaging
- Large work desk
- USA Today delivered each weekday morning
- Iron & ironing board, hair dryer
- Individual climate control
- Electronic door locks
- Cable TV with on-demand movies
- AM/FM alarm clock radio

DIRECTIONS AND MAP



To the Hotel from the Airport (East):

Straight out of the Airport you will be on Airway Blvd. Take Airway to Interstate-10. Head West bound on I-10. Take the Downtown Convention Center Exit 19-B. You will be on Missouri as you exit. Take Missouri to Oregon. Turn left. Three blocks South you will come to Mills. Turn right. Our front drive is one block down to the right.

To the Hotel from Las Cruces (West):

Take Interstate-10 Eastbound. Take the Downtown Convention Center Exit 19. You will be on Gateway East to Oregon. Turn Right. Three blocks South you will come to Mills. Turn right. Our front drive is one block down to the right.

Bill J Priest for Economic Development



**Texas Association for Institutional Research
Office of Research and Evaluation
1402 Corinth Street
Dallas, TX 75215**

**CONFERENCE COPY
Bring to the Conference**